



Marketing support programme – Call IV

Have you decided to penetrate foreign markets with your products? Do you want to participate in foreign exhibitions and fairs? If you are a small or medium-sized enterprise, the Marketing programme is suitable for you.

SCHEDULE

- Applications for support are to be submitted from 1 March 2019 to 31 May 2019.

SUPPORTED ACTIVITIES

- Facilitating SMEs' access to foreign markets through their individual participations in foreign exhibitions and fairs.
- Services for SMEs focused on international competitiveness allowing entering foreign markets (transport of exhibits, stands and furnishings to a fair or exhibition abroad and back, marketing promotional materials).
- There will be no support for projects that have the nature of a conference, seminar, symposium or other event whose main purpose is not an exhibition or trade fair, except where conferences, seminars, symposia and similar events have the nature of a fair or exhibition and this type of event is typical for the given industry. The applicant in the given industry must carry out its business activities.

APPLICANT

The applicant/beneficiary is a business entity that:

- is a business entity;¹ a small enterprise as defined in Annex I to Commission Regulation (EU) No 651/2014.
- is entitled to conduct business activity corresponding to the supported economic activity which is to be supported by the project.²
- is registered, according to the applicant's sworn declaration, as an income tax payer in any of the EU member states, and has been so continuously for at least two closed tax periods preceding the date of filing the application for support. The applicant notes that it will have to have an establishment or a foreign branch established in the Czech Republic at the moment of receiving the support. The applicant must have the branch registered, as of the first request for payment, in the Register of Licensed Trades, documented by an extract.
- based on its statutory declaration, is not in arrears in respect to selected institutions in the country of its registration, or in the country where its branch is registered, and in respect to providers of support from projects co-financed from the EU budget.

¹ A self-employed person or legal person with an assigned Business ID or a similar identification number of another State.

² Applicants from other EU Member States shall submit a certified Czech translation of the business licence document proving that the applicant is licensed to pursue business activities corresponding to the supported economic activity and the objects of the applicant's business correspond to a similar CZ-NACE.

- does not have any outstanding liabilities, according to its sworn declaration, based on its employees' wage and salary claims.
- does not have any arrears in respect to the selected institutions and in respect of the providers of aid under projects co-financed from the European Union budget.

SECTORAL DEFINITION

- Support will be provided to projects with outputs affecting CZ-NACE divisions listed in Annex 2 to this Call, "Supported CZ-NACE categories / Annex I to the EC Treaty".
- No support will be provided to projects with outputs affecting the sectors defined in Part B of Annex 2 to the Call.
 - Production, processing and marketing of products listed in the Common Annex - Annex I to the EU Treaty - of this Call.
 - Agriculture, forestry, fishing and aquaculture (CZ-NACE A 01, A 02, A 03)

KEY CONDITIONS OF THE CALL

- The project must be implemented in the Czech Republic outside the territory of the City of Prague.
- The applicant must clearly demonstrate ownership or other rights to the buildings and land plots where the project will be implemented.
- The project must include all mandatory elements listed in the Call for its submission.
- The project does not expect any aid directly linked to the quantities exported, aid to the establishment and operation of a distribution network abroad or any aid to other current expenditure linked to export activity or any aid contingent upon the use of domestic goods instead of imported goods.
- The project has not started before the date of filing the application.
- The project must not violate EU horizontal policies and their basic principles such as equal opportunities, non-discrimination and sustainable development.

ELIGIBLE EXPENDITURE

- Entrepreneurs may participate at trade fairs and exhibitions no more than 10 times under the project.
- Transport of exhibits, stands and furnishings, including packing fees and handling, is provided by an external contractor.
- Marketing promotional materials for trade fairs and exhibitions is provided by an external contractor.

FORM AND AMOUNT OF AID

- The minimum grant provided for a project is CZK 200,000 and the maximum grant is CZK 4 million.
- Aid intensity for the project:
 - Aid will be provided up to a maximum of 50% of total eligible expenditure.

